ORDER

kxly News **Orders** Order / Rev: 169984 - 1 08406550 Alt Order #: JAY INSLEE FOR GOV Product Desc: 7822 **KXLY** Estimate: Flight Dates: 10/02/16 - 10/10/16 Primary AE: MATT WURM 09/30/16 / 10/07/16 Original Date / Rev: Sales Office: H-DC Order Type: **GENERAL** Sales Region: NATL Shorr Johnson Magnus Name: Agency **Buying Contact:** Mike D'Ettorre Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 100 N. 20th St. #201 Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Inslee/Gov/D/Wash Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 P-3 Priority: Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	57	\$9,510.00	\$8,083.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	57	\$9,510.00	\$8,083.50	0.00
Totals	57	\$9.510.00	\$8,083,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share	Share	Total
KXLY	12%	\$9,510.00
Market	100%	\$79,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	8%	\$6,340.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	52%	\$41,210.00
KREM	28%	\$22,190.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
•	1	KXLY	10/03/16	10/07/16	7-9a GMA	CM	7-9a	MTWTF	:30	10	\$160.00P-2	0.00 NM	10	\$1,600.00
					GMA									
		Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/0	3/16	10/09/16	MTWTF	10	\$160.00	0.00						
	2	KXLY	10/10/16	10/10/16		CM	7-9a	2	:30	2	\$160.00P-2	0.00 NM	2	\$320.00

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Order / Rev: 169984 - 1 Advertiser: Inslee/Gov/D/Wash

Alt Order #: 08406550 Product Desc: JAY INSLEE FOR GOV KXLY

Flight Dates: 10/02/16 - 10/10/16 Estimate: 7822

Ln Ch Start End Invento	ory Code Break	Start/End T	ime Days	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
7-9a GI	MA		•	·		<u> </u>		
GMA <u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/10/16 10/16/16 2		<u>Rate</u> \$160.00	Rating 0.00					
3 KXLY 10/03/16 10/07/16 630-7a GMNW	CM	630-7a	MTWTF	:30	5 \$175.00P-2	0.00 NM	5	\$875.00
Start Date	days Spots/Week	<u>Rate</u> \$175.00	Rating 0.00					
4 KXLY 10/10/16 10/10/16 630-7a	CM	630-7a	1	:30	1 \$175.00P-2	0.00 NM	1	\$175.00
Start Date End Date Week Week: 10/10/16 10/16/16 1	days Spots/Week	<u>Rate</u> \$175.00	Rating 0.00					
5 KXLY 10/03/16 10/07/16 6-630a GMNW	CM	6-630a	MTWTF	:30	5 \$160.00P-2	0.00 NM	5	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/03/16 10/09/16 MTWT		<u>Rate</u> \$160.00	Rating 0.00					
6 KXLY 10/10/16 10/10/16 6-630a GMNW	CM	6-630a	1	:30	1 \$160.00P-2	0.00 NM	1	\$160.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/10/16 10/16/16 1		<u>Rate</u> \$160.00	Rating 0.00					
7 KXLY 10/03/16 10/07/16 9-10a M Live W	I-F CM ith Kelly	9-10a	MTWTF	:30	5 \$90.00P-2	0.00 NM	5	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/03/16 10/09/16 MTWT		<u>Rate</u> \$90.00	Rating 0.00					
8 KXLY 10/10/16 10/10/16 9-10a N Live W	/I-F CM ith Kelly	9-10a	1	:30	1 \$90.00P-2	0.00 NM	1	\$90.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/10/16 10/16/16 1		<u>Rate</u> \$90.00	Rating 0.00					
9 KXLY 10/02/16 10/09/16 5p Su N 5p Nev		5-530p	1	:30	1 \$85.00P-2	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 09/26/16 10/02/16		<u>Rate</u> \$85.00	Rating 0.00					
Spot Ch Date Range Description 1 KXLY 09/26/16-10/02/16 5p Su Net		/End Time	<u>W</u>	<u>/eekdays</u> <u>L</u> Su	-	Rtg Type 0.00 NM		
Credited Week: 10/03/16 10/09/16	1 1	\$85.00	0.00					
Spot Ch Date Range Description	<u>n</u> <u>Start</u>	/End Time	<u>W</u>			Rtg Type		
2 KXLY 10/03/16-10/09/165p Su Ne Credited	ws 5-53	0р		Su	:30 (\$85.00)	0.00 <i>NM</i>		
10 KXLY 10/03/16 10/07/16 6-630p M-F Ne	M-F CM ews @6	6-630p	MTWTF	:30	5 \$175.00P-2	0.00 NM	4	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/03/16 10/09/16 MTWT		<u>Rate</u> \$175.00	Rating 0.00					
Spot Ch Date Range Description	<u>n</u> <u>Start</u>	/End Time	<u>W</u>			Rtg Type		
1 KXLY 10/03/16-10/09/16 6-630p M- Credited	-F 6-63	Ор	М	TWThF	:30 (\$175.00)	0.00 NM		
11 KXLY 10/10/16 10/10/16 6-630p M-F Ne	M-F CM	6-630p	1	:30	1 \$175.00P-2	0.00 NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/10/16 10/16/16 1	days Spots/Week	<u>Rate</u> \$175.00	Rating 0.00					
12 KXLY 10/04/16 10/04/16 630-7p	·	630-7p	-1	:30	1 \$155.00P-2	0.00 NM	0	\$0.00
Start Date End Date Week	days Spots/Week	Rate	Rating					
Week: 10/03/16 10/09/16 -1 <u>Spot Ch Date Range Description</u>	•	\$155.00 <u>t/End Time</u>	0.00 <u>W</u>	/eekdays <u>L</u>	ength Rate	Rtg Type		
1 KXLY 10/03/16-10/09/16 630-7p M Credited			_	T	:30 (\$155.00)			
13 KXLY 10/06/16 10/06/16 630-7p M-F Ne	M-F CM ews @630p	630-7p	1	:30	1 \$155.00P-2	0.00 NM	1	\$155.00

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Flight Dates: 10/02/16 - 10/10/16 Estimate: 7822

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
13 KXLY	10/06/1	6 10/06/16	630-7p M-F M-F News @630	CM p	630-7p	1	:30	1	\$155.00P-2	0.00 NM	1	\$155.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
14 KXI Y		10/09/16 6 10/03/16	1 Mon 8p Prime	CM	\$155.00 8-10p	0.00	:30	1	\$700.00P-2	0.00 NM	1	\$700.00
11 10121	10,00,1	0 10/00/10	Dancing w/Stars	O.III	0 100	-	.00		ψ100.001 Σ	0.00 1411	·	ψ100.00
Sta Week: 10/	rt Date	End Date 10/09/16	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$700.00	Rating						
			Mon 8p Prime	CM	8-10p	0.00	:30	1	\$700.00P-2	0.00 NM	1	\$700.00
			Dancing w/Stars	-	,				,			,
<u>Sta</u> Week: 10/	rt Date	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	Rate \$700.00	Rating 0.00						
-		6 10/05/16			9-10p	1	:30	1	\$900.00P-2	0.00 NM	1	\$900.00
			MODERN FAM/		·							
<u>Sta</u> Week: 10/	rt Date 03/16	End Date 10/09/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
		6 10/09/16		<u></u>	11-1135p	1	:30	1	\$45.00P-2	0.00 NM	2	\$90.00
			Late News Sun									
Sta Week: 09/	rt Date 26/16	End Date 10/02/16	Weekdays 1	Spots/Week 1	<u>Rate</u> \$45.00	Rating 0.00						
Week: 10/		10/09/16	1	1	\$45.00	0.00						
18 KXLY	10/03/1	6 10/07/16	Jimmy Kimmel Jimmy Kimmel	СМ	1135p-1237x	MTWTF	:30	5	\$40.00P-2	0.00 NM	5	\$200.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
19 KXI Y		10/09/16 6 10/10/16	MTWTF Jimmy Kimmel	CM	\$40.00 1135p-1237x	0.00	:30	1	\$40.00P-2	0.00 NM	1	\$40.00
10 10.21	10/10/1	0 10/10/10	Jimmy Kimmel	O.III	1100p 1201X	<u>-</u>	.00		ψ10.001 <u>2</u>	0.00 14111	·	ψ10.00
<u>Sta</u> Week: 10/	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
		10/16/16 6 10/07/16	· -		\$40.00 11-1135p	0.00 MTWTF	:30	5	\$125.00P-2	0.00 NM	5	\$625.00
			Late News						*			**==***
<u>Sta</u> Week: 10/	rt Date	End Date 10/09/16	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$125.00	Rating 0.00						
			11p M-F Late Nev		11-1135p	1	:30	1	\$125.00P-2	0.00 NM	1	\$125.00
			Late News		·							
<u>Sta</u> Week: 10/	rt Date	End Date 10/16/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
		6 10/09/16		CM	7-8a	1	:30	1	\$65.00P-2	0.00 NM	2	\$130.00
			Su GMA	0 . 111	5 .	5						
Sta Week: 09/	rt Date 26/16	End Date 10/02/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$65.00	Rating 0.00						
Week: 10/		10/09/16	1	1	\$65.00	0.00						
23 KXLY	10/07/1	6 10/07/16	Fri 8-9p Prime	CM	8-9p	F	:30	1	\$450.00P-3	0.00 NM	1	\$450.00
Sta	rt Date	End Date	Fri 8p Comedy Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/09/16	F	1	\$450.00	0.00						
24 KXLY	10/08/1	6 10/08/16	News 4 News4	СМ	430-5p (4:30 PM-5:00	S- D PM)	:30	1	\$50.00P-3	0.00 NM	1	\$50.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	03/16	10/09/16	S-	1	\$50.00	0.00						
· · · · · ·										Totals	57	\$9,510.00